

IN THE CLAIMS:

Amend claims 1-5 and 7 and add new claims 11-14 as shown in the following listing of claims, which replaces all previous listings and versions of claims.

1. (currently amended) A liquid crystal display device, comprising:

a color filter substrate having a color filter formed thereon; and

a counter substrate opposing opposed to the color filter substrate; via a liquid crystal layer

a liquid crystal layer interposed between the color filter substrate and the counter substrate; and

characterized in that a reflective film is formed disposed between a colored layer serving as the color filter and the liquid crystal layer to have and having an area smaller than an area of the colored layer.

2. (currently amended) A liquid crystal display device according to claim 1, characterized in that claim 1; wherein the reflective film is formed on the colored layer.

3. (currently amended) A liquid crystal display device according to ~~claim 2, characterized in that claim 2; further including~~ a transparent insulating film ~~is formed disposed~~ between the colored layer and the reflective film.

4. (currently amended) A liquid crystal display device according to ~~claim 3, characterized in that claim 3; wherein~~ the reflective film is a metal reflective film, and the transparent insulating film is a silicon oxide or a titanium oxide.

5. (currently amended) A liquid crystal display device according to ~~claim 4, characterized in that claim 4; wherein~~ the metal reflective film comprises aluminum or silver.

6. (canceled).

7. (currently amended) A liquid crystal display device according to ~~claim 1, characterized in that claim 1; further including~~ a planarizing film ~~is formed disposed~~ on the color filter, and the reflective film ~~is being~~ formed on the planarizing film.

8. - 10. (canceled).

11. (new) A liquid crystal display device according to claim 2; further including a planarizing film formed on and covering the reflective film.

12. (new) A liquid crystal display device according to claim 1; wherein the area of the reflective film is 10% to 50% of the area of the colored layer.

13. (new) A liquid crystal display device according to claim 12; further including a transparent electrode formed on the filter substrate; and an opposite electrode opposite the transparent electrode formed on the counter substrate.

14. (new) A liquid crystal display device according to claim 1; wherein the reflective film has a thickness of 0.1 to 0.2 μ m.